



Lemay-Yates
Associates
Inc.

The Business Models for Making Money **with Wireless Data**

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What are the business models for wireless data applications?

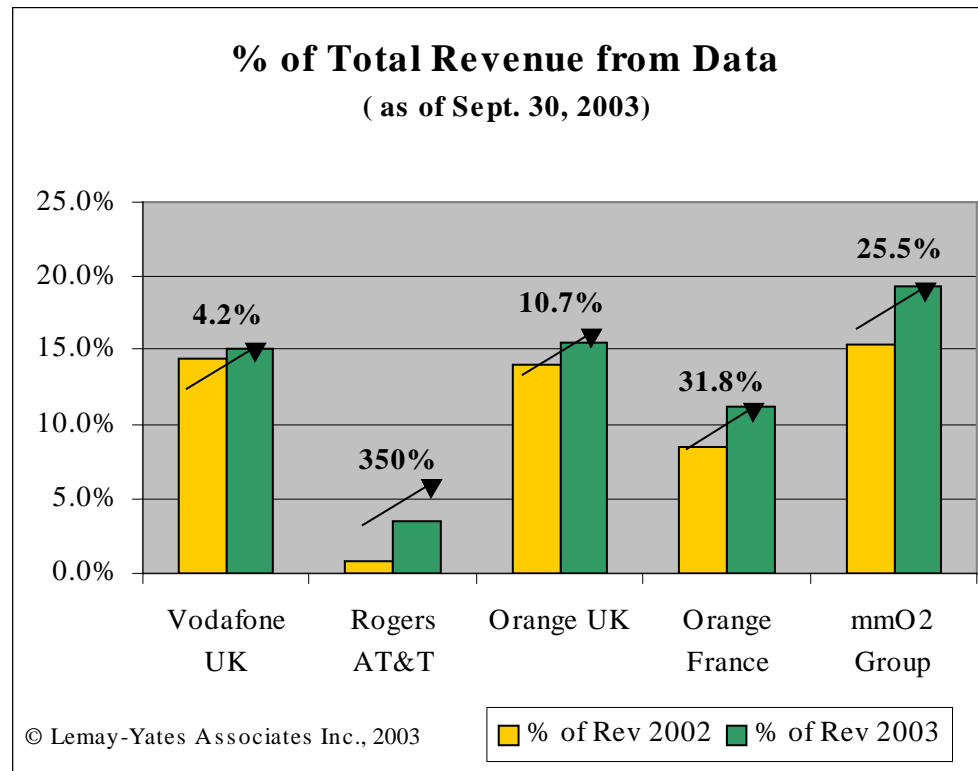
A good question to ask is why no one to date has been really successful?

- Significant Technology/Deployment Issues
- Deficient Competitive Positioning and Overselling of the Technology
- Late to Market

Can now envision business models with attractive economics.



3) Can 3G make money from data or more generally, can mobile carriers make money from data? They are now!





LEMAY-YATES ASSOCIATES INC.

A Brief Overview

- LYA is the leading independent management consulting firm specialised in telecommunications in Canada since 1993. We have been very active in the wireless and mobile sector since 1995 working with Canadian and international carriers, with investors and with broadcasters/content providers as well as with equipment manufacturers.
- LYA has insight and expertise into wireless data and broadcast applications, both for fixed wireless and mobile applications in a variety of frequency bands. We understand regulatory, technology and market issues. We are experts in assessing the value of spectrum.
- LYA continually monitors commercial and technology developments in wireless communications, SMS & MMS and we provide our clients with up to date analyses and insight into these markets. Additional information on LYA and on our publications can be found at www.lya.com